

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.  
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How's this for a happy ending? We put a quarter-inch of space at the end of our cigarette. It keeps your lips from touching the tar that builds up on the filter.

Flush filters can't do that. Which is why Parliament Lights are so tastefully light. And that is a grand finale, indeed!

Keeps 99% "tar" & 99% nicotine... 100's x 12 mg "tar," 0.8 mg nicotine av. per cigarette. FTC Report Dec. '81.

Only Parliament Lights has the famous recessed filter.

Available in Soft Pack, Box and 10's.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous To Your Health.



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